Event Name: _____

Event Date: _____

Event Time: _____

Social Media Manager(s)
assigned to event: _____

Event goals for social
and mission statement: _____

_____

_____

Event Hashtag:

Pre-Event Planning
- ✓ Create timeline for event promotions and announcements
- ✓ Create visual elements to support your event across all channels
- ✓ Create event pages on Facebook and LinkedIn
- ✓ Submit to relevant directories such as GarysGuide.com, WebinarListings.com
- ✓ Claim location on Foursquare and set up offers
- ✓ Designate social media tactical team members to monitor and engage with your social channels
- ✓ Assign or hire a photographer

Pre-Event Social
(1-2 weeks before event)
Facebook
- ✓ X posts per day
- ✓ X pieces of visual content per week
  - ◦ Meme
  - ◦ Infographic
  - ◦ Comic
- ✓ X paid promotion posts per week
- ✓ Participate in or create event Facebook Group

Twitter
- ✓ X tweets per day
- ✓ X partner tweets per day
- ✓ X promoted tweets per week
- ✓ Build event list including all keynotes, partners, and customers who will be attending
- ✓ Build private list to monitor competitors

Google+
- ✓ X posts per day

LinkedIn
- ✓ X posts per day
- ✓ Participate in relevant LinkedIn conversations around event

Pinterest
- ✓ Create event-themed Pinterest board
- ✓ Pin X related images to board per week
- ✓ Create Pinterest contest for event

Blog
- ✓ Create X blog posts per week
- ✓ Post X infographics per week

During Event Social
- ✓ Interview attendees, customers, speakers, influencers for blog and social content

Facebook
- ✓ X posts per day
- ✓ X photos posted per day

Twitter
- ✓ X tweets per day
- ✓ Tweet out presentations at the start of each session (if you have a session)
- ✓ X influencer and partner tweets per day
- ✓ Monitor event hashtag and company mentions
- ✓ Retweet and reply back to interesting points and questions from attendees
- ✓ Encourage employees who are attending the event to engage by posting updates, photos, and retweeting as well

Google+
- ✓ X posts per day
- ✓ Monitor hashtag and company mentions
- ✓ Host live Google+ hangout

LinkedIn
- ✓ X posts per day
- ✓ Monitor LinkedIn groups for event relevant content

Live Blogging
- ✓ X posts per day live from the event

Post Event
- ✓ Post-event content assessment: videos uploaded to YouTube, photos posted to Flickr
- ✓ Measure the buzz with www.hashtracking.com
- ✓ Sum up the best tweets with www.storify.com

Blog
- ✓ Wrap up blog post about event
- ✓ X blogs summarizing individual sessions and offering slides

Social Networks
- ✓ Connect with and thank Influencers
- ✓ Promote follow-up materials